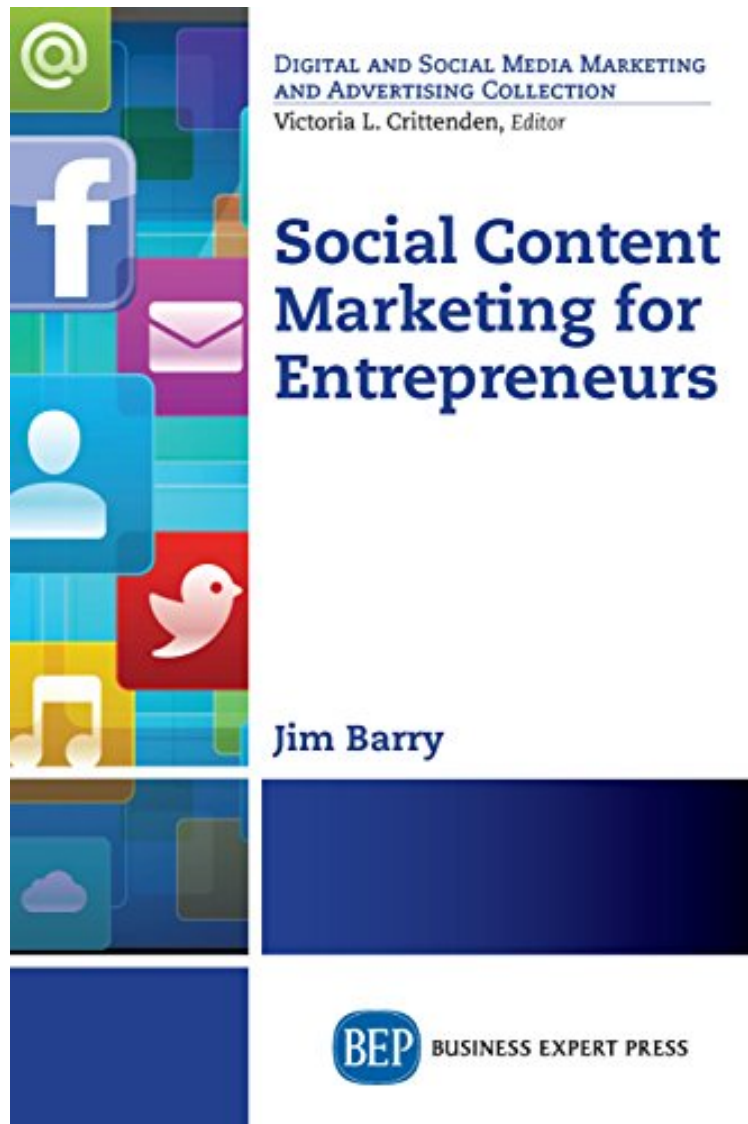


Social Content Marketing for Entrepreneurs

James M. Barry

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James M. Barry : Social Content Marketing for Entrepreneurs before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Content Marketing for Entrepreneurs:

0 of 0 people found the following review helpful. Not Very HappyBy Y@T.This book was purchased for my Content Mgmt. Course and it is not an easy read! There a multiple grammatical and spelling errors. When reading, I find myself having to read over because it does not flow properly.0 of 0 people found the following review helpful. Excellent! Great Insight!By CustomerThis book is excellent! It has great insight on the right way to do social media marketing. If you really want to grow your business using social media platforms, this book is a must read. If you are a marketing professional for small firms this book will lay it out for you in a way that you can easily understand. After I

read *Social Content Marketing for Entrepreneurs* by Jim Barry, I was applying these skills in my own business. I was sharing the information with my networking groups and they loved it! It's good stuff! 0 of 0 people found the following review helpful. Good book, bad quality diagrams of kindle edition By Jen Hicks The content is very relevant and interesting to read. However, as a text book the figures/diagrams are illegible on mobile devices. I tried it on my iPhone, Kindle, and laptop but could not increase the size of the figures. The text of these diagrams is pixelized and virtually impossible to read.

This book will provide a practical overview of how digital content, social media, and search engine optimization work together in driving website traffic and sales leads. The goal is to educate readers on the new mindset and social technologies required to drive this traffic in a timely and non-intrusive way. Readers will benefit from a comprehensive but succinct overview of how social networking, search friendly blogging, trustworthy content, contextually-targeted online campaigns, and mobile marketing techniques are transforming companies that embrace inbound marketing. Unlike books that cover social media one platform or technology at a time, *Social Content Marketing for Entrepreneurs* is organized for readers to master elements of strategy in the order of their implementation. In so doing, it will help order the steps of professionals in the midst of launching new digital marketing initiatives as well as students tasked with completing social media marketing plans.

About the Author NOVA